

AIS Signage Installation - SWG AIS Prevention Grant Deliverables - Geneva Lake

During the 2026 boating season, the Geneva Lake Environmental Agency (GLEA) completed aquatic invasive species (AIS) signage improvements at three high-use locations on Geneva Lake: the Williams Bay boat launch, the City of Lake Geneva boat launch, and the Abbey Marina.

Williams Bay and City of Lake Geneva

Previously, each of these public boat launches had only a small AIS sign. In June/July 2026, GLEA installed new signposts and signs that enhanced AIS signage at the launches. The goal was to increase the visibility of AIS prevention messaging for boaters entering and leaving Geneva Lake and encourage boaters to use the CD3 machines that are already at the launches.

Abbey Marina

In August 2026, GLEA installed an enhanced AIS prevention station at Abbey Marina. This location was a particularly important priority following the discovery of Starry Stonewort in the marina in August 2025. By the time it was identified, Starry Stonewort was already well established and had reached a level of growth that demonstrated how quickly this invasive species can become dominant once introduced.

With 417 boat slips at Abbey Marina, preventing Starry Stonewort from being transported from the marina to other areas of Geneva Lake is a significant concern. Boats moving throughout the lake can unintentionally carry fragments on anchors, propellers, trailers, and other equipment, potentially introducing the invasive species to areas where it is not currently established.

The new station combines prominent AIS educational signage with attached cleaning tools that function similarly to a CD3 cleaning station. This gives boaters both the information and the practical tools needed to inspect and clean boats, anchors, propellers, and equipment before leaving the marina or traveling to another area of the lake.

The installation provides an important layer of prevention at the location where the infestation is established and directly supports GLEA's broader efforts to contain Starry Stonewort and reduce its further spread within Geneva Lake.

During the 2026 boating season, 200 hours of watercraft inspection time were completed at each participating launch, providing direct boater education while the new signage was in place. Installation information for the new AIS signage will be entered into the Wisconsin DNR SWIMS database as required by October 10, 2026.

Together, the new signage, cleaning tools, and CBCW watercraft inspections strengthen AIS prevention efforts around Geneva Lake by combining visible, year-round educational resources with direct boater contact during the primary boating season.

Abbey Marina Signage and Tools



Lake Geneva and Williams Bay Sign – no tools as CD3 machines already present

